



IFIA JAPAN 2006

11th International Food Ingredients & Additives Exhibition

What: Asia's largest food and ingredients and additives event

When: May 30-June 1, 2006

Where: Tokyo Big Sight (Tokyo International Exhibition Center),
Tokyo, Japan

The Market: With more than 40,000 companies, Japan's food processing industry totaled \$208.6 billion in 2004. Japan imported more than \$12.7 billion in food and agricultural products from the United States in 2004, representing a 30 percent market share. Ingredients comprise a major portion of that trade. China is the second largest exporter with a 12% market share, followed closely by Australia with an 11% share.

Japanese consumers are increasingly interested in eating a well-balanced and healthy diet, and they are looking for specific characteristics in nutritional foods. In selecting health foods, consumers consider taste, packaging, and safety. American food and beverage ingredient producers and processors should find excellent new market opportunities in Japan, benefitting from the continued nutritional food boom and Japan's strengthening economic recovery.

Prospects: antioxidants, acidulants, additives, cereal products, confectionary ingredients, dairy products, dietetic foods, egg products, emulsifiers, enzymes, fats & oils, fibers, food coloring, food safety equipment, food testing equipment, food supplements, frozen foods, fruits and vegetables, healthy foods and beverages, hydrocolloids, juices, low-cal foods, laboratory equipment, malt extracts, nutraceuticals, organic products, preservatives, proteins, sanitation materials, seasonings, and spices.

FOR INFORMATION < CONTACT:

Shani Zebooker
USDA Trade Show Office, Washington D.C.
Tel: 202-720-2075
Fax: 202-690-4374
Shani.Zebooker@usda.gov

Maureen Stout
E.J. Krause & Associates, Inc.
Tel: (301) 493-5500
Fax: (301) 493-5705
stout@ejkkrase.com